



EVENT SPONSORSHIPS 2017

By 2020, the 50+ population is expected to reach 118,671 (36% of total population) in Howard County. The Office on Aging and Independence welcomes sponsors that align with our mission to serve and inform the 50+ community of Howard County. The 2017 50+ EXPO theme is "Preparedness, Information and Education" and we expect 3,500 attendees to attend the event on October 20, 2017.

PLATINUM LEVEL (limited to one sponsor per category)

INFORMATION HALL A SPONSOR -- \$8,000

Brand the entrance of the largest exhibit area of the 50+EXPO, Information Hall A, with a logo and/or promotional message (Information Hall A hosts 68 exhibitors)

- Two side-by-side front of hall, pipe & draped 8' X 10' exhibit spaces w/ two covered 6' tables and four chairs in Information Hall A
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

PREPAREDNESS WAY DEMONSTRATION SPONSOR -- \$7,000

Create a preparedness program with topics of interest to the 50+ community, featuring experts selected by sponsor.

- 50+ seat classroom located on Preparedness Way on Main Street (Invite attendees through your exhibit area and into your classroom!)
- Prime pipe & draped 16' X 7' exhibit space w/ a covered 6' table and four chairs on Preparedness Way on Main Street
- Sponsor-supplied banner prominently displayed on Preparedness Way on Main Street
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

EXPO GIVEAWAY SPONSOR -- \$7,000

Provide 3,500 items (as approved and purchased by the Office on Aging and Independence) as giveaways (imprinted with sponsor logo and another provided by the Office on Aging and Independence); item given to attendees at EXPO entrance next to tote bags

- Prime pipe & draped 8' X 7' exhibit space w/ covered 6' table and two chairs on Preparedness Way on Main Street
- Sponsor logo on all print promotional materials
- Sponsor recognition on event signage
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

PLATINUM LEVEL (limited to one sponsor per category) cont.

GUIDANCE AREA SPONSOR -- \$6,000

Sponsor multi-booth 24' X 23' exhibit space to highlight or feature various divisions or departments of an organization or business; exceptionally visible location in front entranceway prior to Preparedness Way on Main Street exhibition area

- Custom pipe & drape layout w/ tables and chairs as needed
- Sponsor-supplied signage posted above entrance doors or pop-up floor banner
- Sponsor logo on all print promotional materials
- Sponsor recognition on event signage
- Sponsor-supplied banner hung above Preparedness Way on Main Street
- Sponsor logo recognition on promotional flier, event poster and web site post-event thank-you ad

JIM ROUSE THEATRE SPONSOR -- \$6,000

Sponsor the "Capitol Steps" performance, a side-splitting, political satirical troupe that attracts a "standing room only crowd"; this ticketed performance is available at a suggested donation price of \$5.00 pp (to benefit the Vivian L. Reid Community Fund); 750 ticket limit

- Sponsor logo projected on screen prior to performance
- Recognition by high-ranking County official prior to performance
- Sponsor logo imprinted on ticket; sponsor may place coupon on back of ticket
- Reserved block of 20 seats for your employees or guests
- Sponsor may distribute company materials to attendees as they enter the theatre
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

PREPAREDNESS WAY PRIME EXHIBIT SPONSOR -- \$5,000

Promote on a larger scale with 16' x 7' double booth space on Preparedness Way on Main Street; exceptionally visible and well-suited for media presentations

- Prime, pipe & draped DOUBLE exhibit space w/ covered 6' table and four chairs on Preparedness Way on Main Street
- Sponsor logo on all print promotional materials
- Sponsor recognition on event signage
- Sponsor-supplied banner hung above Preparedness Way on Main Street
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

50+ LIVING IN HALL B SPONSOR -- \$4,500

Brand the 50+EXPO 50+ Living in Hall B entrance with a logo and/or promotional message. 50+ Living in Hall B hosts 26 exhibitors, and a demonstration area TBD.

- Two side-by-side front of hall, pipe & draped 8' X 10' exhibit space w/ two covered 6' tables and four chairs in front of 50+ Living in Hall B
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

EXHIBITOR BREAKFAST SPONSOR -- \$3,500

Experience increased B2B exposure by sponsoring a catered continental breakfast provided to 170 sponsors and exhibitors only, in a private room

- A skirted, information table for your use/information in the private room
- Breakfast invitation in the details packet mailed to all sponsors and exhibitors four weeks before the event (sponsor-supplied, no larger than 8"X10", 170 total required)

PLATINUM LEVEL cont.

EXPO TOTE BAG SPONSOR -- \$3,000 (for three sponsors)

Distribute 3,500 high-quality tote bags (as selected by the Office on Aging and Independence) at the 50+EXPO entrance with one side featuring up to three sponsor logo(s) and/or promotional message and the second side featuring Office on Aging and Independence information

- One pipe & draped 8' X 10' exhibit space w/ covered 6' table and two chairs in Information Hall A
- Sponsor-supplied banner(s) prominently displayed on Preparedness Way on Main Street
- Sponsor logo(s) recognition on promotional flier, event poster and website post-event thank-you ad

GOLD LEVEL (multiple available)

GOLD SPONSOR -- \$2,000

- Pipe & draped 8' X 7' exhibit space w/ covered 6' table and two chairs on Preparedness Way on Main Street
- Sponsor name on 50+EXPO 2017 print promotional materials
- Sponsor recognition on event signage
- Sponsor name recognition on website post event thank-you ad

SILVER LEVEL (multiple available)

SILVER SPONSOR -- \$1,000

- Pipe & draped 8' X 10' exhibit space w/ covered 6' table and two chairs in Information Hall A
- OR**
- Sponsor name on 50+EXPO 2017 print promotional materials
- PLUS*
- Sponsor recognition on event signage
 - Sponsor name recognition on website post event thank-you ad

SPECIALY-DESIGNED SPONSORSHIPS

If you have an idea for a sponsorship package the Office hasn't designed, please let us know.

CONTACT: *Lisa Brusio Coster, 50+EXPO Event Coordinator*
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#HoCoEXPO17